



STRONGER COMMUNITIES. STRONGER AMERICA.

POSITION ANNOUNCEMENT

POSITION: Director, Media Relations

OPEN: Immediately

LOCATION: Washington, DC

CLOSE: Until filled

CONTACT: Deputy Vice President of
Communications and Marketing

SALARY: Commensurate with experience

BACKGROUND

UnidosUS, previously known as NCLR (National Council of La Raza), is the nation's largest Hispanic civil rights and advocacy organization. Through its unique combination of expert research, advocacy, programs, and an Affiliate Network of nearly 300 community-based organizations across the United States and Puerto Rico, UnidosUS simultaneously challenges the social, economic, and political barriers that affect Latinos at the national and local levels. For more than 50 years, UnidosUS has united communities and different groups seeking common ground through collaboration, and that share a desire to make our community stronger. For more information on UnidosUS, visit www.unidosus.org or follow us on Facebook, Instagram, and Twitter.

SUMMARY

UnidosUS is seeking a Director of Media Relations who will lead a national and state-specific strategic communications plan that is opportunistic in using traditional, community-based, and online media channels to elevate UnidosUS's policy positions and programmatic priorities before key stakeholders, including Latinos, elected officials, funders, partners, and Latino-serving institutions.

In addition to being an expert writer and storyteller, the ideal candidate will be a relationship-builder with a proven track-record in using earned media strategies to further brand reputation in partnership with an integrated marketing and communications team. The Director of Media Relations is articulate and passionate about issues relevant to the U.S. Hispanic population, and works with media to tell the UnidosUS story, highlighting its connection to the community and Affiliate Network, combating negative stereotypes and misperceptions about the Latino community, and focusing on the positive work and accomplishments of Hispanics in the United States. This position supervises the Media Relations team within the UnidosUS Marketing and Communications component.

The Director will report to the Deputy Vice President of Marketing and Communications and is based in Washington, DC.

RESPONSIBILITIES

- Develop and execute a strategic communications plan that is customized to reach our key stakeholders and supports policy and programmatic priorities while elevating the thought leadership profile of UnidosUS, its executive leadership, and issue experts.
- Together with the Media Relations team, proactively and reactively increase earned media opportunities for UnidosUS's priority issue areas; education; housing and financial empowerment; health; immigration; civil rights and racial equity; and voting and political empowerment.
- Distill major policy reports, program initiatives, and issue positions into usable information for consumption by our constituencies, media, community organizations, and other stakeholders.
- Develop related media materials including, but not limited to, press advisories and releases, opinion editorials, letters to the editor, fact sheets, blog pieces, social media content, and more.
- Conduct media outreach and secure media placements related to upcoming UnidosUS events and press conferences.
- Develop end-of-program reports that recap activities, results and metrics, key learnings, and implications as outlined in original plans.
- Cultivate and maintain existing institutional relationships with journalists, reporters, bloggers, and other members of the media.
- Convey complex information around issues affecting Latinos, adeptly dealing with difficult media situations.
- Support and work closely with fellow staff to increase interdepartmental collaboration that will help to increase the effectiveness of the component's work to elevate UnidosUS's media exposure.
- Provide strategic media relations advice and guidance to counterparts in assigned issue areas.
- Conduct media training of UnidosUS spokespeople in collaboration with other appropriate Communications staff.
- Monitor and optimize communication plans based on key metric results, budget (includes monitoring key business trends,) identify opportunities and provide feedback on gaps.
- Develop goals and evaluate program effectiveness based on pre-determined performance objectives, and assume an ongoing reporting function with senior staff, Board of Directors, and appropriate governing bodies.
- Establish organizational goals and expectations for direct reports and hold team accountable for their performance. Mentor, coach, and support team members to ensure constant development of their skills.

QUALIFICATIONS

- Bachelor's degree in communications, journalism, English, or a related field required.
- Twelve (12) to sixteen (16) years of relevant experience securing general market and Hispanic national and local media coverage across all media (broadcast, newspaper, magazines, online) required.
- Must have eight (8) or more years of experience supervising a team and a demonstrated record of success in employee development, assessment, and training.
- In-depth knowledge of best practices for concise and effective writing and editing.
- Must have experience using systems such as the Cision media database.
- Advanced proficiency with Microsoft Office Suite, more specifically Office 365.
- Experience working with media, with both proactive and reactive outreach that results in new media relationships, contacts, and placements (general market and Hispanic market).
- Knowledge of legislative process and how the news media and media cycle work.
- Steadfast commitment to UnidosUS's mission, vision, and values of Excellence, Accountability, *Respeto*.
- Commitment to U.S. Latino community, Latino non-profit organizations, and the Latino market.
- Demonstrated experience working in non-profits, community-based organizations, and diverse communities.
- Strong writing and editing skills, including strong knowledge of AP and Chicago style.
- Excellent communication skills, both oral and written, and the ability to provide responsive, personable, and informed support to UnidosUS writers.
- Ability to make effective presentations to internal and external stakeholders.
- Develop and maintain effective relationships with both internal and external stakeholders across the organization.
- Thinks creatively and practically to develop, execute, and implement media relations strategies that will deliver results.
- Comprehensive fact-checking habits.
- High degree of initiative and ability to manage multiple projects simultaneously under tight deadlines and with minimal supervision.
- Ability to remain an active team member, even while working independently.
- Willingness and ability to travel occasionally post-pandemic.
- Fosters a positive climate to build effective teams that are committed to the goals and initiatives of the organization.
- Continuously improves team job structures and ensures clear leadership accountabilities are in place.
- Excellent communication skills, both oral and written.
- Commitment to excellence and high standards.
- Ability to work independently and as a member of various teams and committees.
- Acute attention to detail.
- Bilingual (English/Spanish) skills a plus.

**Employment with UnidosUS is contingent upon successful completion
of a background screen.**

Please note: Only those applicants who submit a cover letter, résumé and writing sample will be considered for this opportunity.

SEND COVER LETTER, RÉSUMÉ, AND WRITING SAMPLE TO:

UnidosUS

hrmail@unidosus.org

Subject Line: Director, Media Relations

Attn: Deputy Vice President of Communications and Marketing

No phone calls please!

EQUAL OPPORTUNITY EMPLOYER. All qualified applicants will receive consideration without regard to race, color, national origin, marital status, religion, gender, age, disability, sexual orientation, gender identity or expression, personal appearance, family responsibilities, political affiliation, or enrollment in a college, university, technical school, or adult education.